CLAIM AMENDMENTS

IN THE CLAIMS

This listing of the claims will replace all prior versions, and listing, of claims in the application or previous response to office action:

1-10 (withdrawn).

11 (**currently amended**). A method for developing an automated speech recognition application persona, ~~comprising:~~ **comprising:**

identifying personality traits key to customer satisfaction; assigning values to the identified personality traits;

defining a plurality of personality profiles based on the assigned values; evaluating measurable customer satisfaction effects associated with each personality profile;

rating the personality profiles regarding their ability to represent key personality traits in one or more selected automated systems **wherein the rating includes eliciting sample population feedback following sample population utilization of the personality profiles**;

varying one or more characteristics of the personality profiles; and

evaluating the varied personality profile characteristics to identify characteristics most capable of conveying preferred personality traits.

12 (original). The method of claim 11, further comprising assigning empirical weightings to the identified personality traits using regression analysis.

13 (original). A method of claim 12, further comprising performing a one-way analysis of variance for each identified personality trait.

14 (original). The method of claim 12, further comprising performing the regression analysis on the identified personality traits to determine a relationship between the identified personality traits.

15 (original). The method of claim 11, further comprising identifying the personality traits key to customer satisfaction using interviews with a sample population.

16 (original). The method of claim 11, further comprising identifying personality traits key to customer satisfaction using questionnaires with a sample population.

17 (original). The method of claim 11, further comprising varying an application in which a personality profile is to be used to rate the ability of the personality profile to represent the key personality traits of customer satisfaction.

18 (original). The method of claim 11, further comprising varying characteristics of a test population used to rate the personality profiles regarding an ability to represent the key personality traits in one or more automated systems and in evaluating the varied personality profile characteristics to identify the characteristics most capable of conveying preferred personality traits.

19 (original). The method of claim 11, further comprising varying one or more verbal characteristics of each personality profile to identify characteristics most capable of conveying preferred personality traits.

20 (**currently amended**). A system for developing customer service applications, comprising:

at least one processor;

memory operably associated with the processor; and

a program of instructions storable in the memory and executable by the processor, the program of instructions operable to elicit key personality traits from a sample population, order the key personality traits according to customer satisfaction relevance, create one or more customer service application personality profiles based on the ordered personality traits, evaluate the customer service application personality profiles for a customer satisfaction level

determination, and modify one or more aspects of each customer service application personality profile not in accordance with a desired level of customer satisfaction **wherein the instructions operable to evaluate include instructions operable to elicit sample population feedback following sample population utilization of the personality profiles**.

21 (original). The system of claim 20, further comprising the program of instructions operable to conduct at least one of a sample population interview and a sample population questionnaire to elicit key personality traits from the sample population.

22 (original). The system of claim 20, further comprising the program of instruction operable to perform at least one of an analysis of variance and a regression analysis on the key personality traits to order the key personality traits.

23 (original). The system of claim 20, further comprising the program of instructions operable to modify verbal characteristics of each personality profile to bring the personality profile into accordance with the desired level of customer satisfaction.

24 (original). The system of claim 20, further comprising the program of instructions operable to modify the personality profiles in accordance with an associated automated customer service application operating environment to achieve the desired level of customer satisfaction.

25 (original). The system of claim 24, further comprising the program of instructions operable to vary operational aspects of the associated automated customer service application to achieve the desired level of customer satisfaction.

26 (original). The system of claim 24, further comprising the program of instructions operable to vary one or more goals of the automated customer service application to achieve the desired level of customer satisfaction.

27 (**new**). A method for managing an automated speech for developing an automated speech recognition application persona, comprising:

identifying a set of personality traits;

assigning a set of weighting values to the set of identified personality traits to define a personality profile;

defining a set of personality profiles based on the assigned values; and

rating the personality profiles based on their respective ability to a predetermined level of customer satisfaction in one or more selected automated systems wherein the rating includes eliciting sample population feedback following sample population utilization of the personality profiles.

varying one or more characteristics of the personality profiles; and

evaluating the varied personality profile characteristics to identify characteristics most capable of conveying preferred personality traits.